

Method For Incentivising Wireless Device Use

Abstract

The present invention provides a method for incentivising consumers to purchase or renew contracts for wireless communication services and to permit vendors to transmit text, audio and graphic messages to them. The consumer is incentivised by earning reward points for subscribing for wireless service, timely payment of invoices for wireless service and/or other criteria. The reward points can be used by the wireless subscriber as currency to purchase and/or for discounts on goods and services offered by participating vendors and retailers.